

UNIT 2 READING QUIZ

Read the article. Then answer the questions that follow.

A Rebranding Success Story

- 1 Rebranding a business that has been in the market for a long time is very difficult, but there are some notable examples of companies that have benefited from doing so. One of the most successful efforts in the contemporary business era was launched by Apple Computers. To understand how this happened, we need to go back to the early 1990s. At that time, technology products were mostly targeted to men, not to women or children. Furthermore, appealing advertising and price were considered more important when marketing products to the average buyer than product innovation. Apple Computers was not meeting its sales goals or generating enough consumer interest in its products. Their computer, the Macintosh, was innovative but expensive. There was also a lot of competition to deal with, which made it harder for the company to present itself as unique. In fact, Apple was in danger of going bankrupt.
- 2 Things changed when Steve Jobs returned to the company to serve as its chief executive officer (CEO). Jobs was a co-founder of the company in the 1970s, but he had left in 1985. He was asked to come back and run Apple in 1997. Jobs had a vision based on the idea of thinking differently, which led to the new Apple slogan "Think Different." Working with Apple technicians, he wanted to create computers that would appeal to a much wider segment of the marketplace. The first product to emerge from this new phase of the company was a new version of the Macintosh called the iMac. The iMac did not look like any personal computers (PCs) that had come before it: it had an egg-shaped design and a playful image. iMacs were also candy colored, which was not something that had previously been associated with computers. Apple worked hard to make a new kind of PC that was easy for consumers to set up and easy to use. Sales took off: people were willing to pay more for these iMacs, and Apple became a dominant force in the market. Apple was no longer just another computer company.
- 3 But it was not only the new product design that changed the perception of Apple. The "Think Different" advertising campaign featured a memorable television commercial with images of such famous, innovative people throughout history as Gandhi, Martin Luther King, Jr., and Pablo Picasso. Print advertisements and posters also featured the "Think Different" slogan with images of famous innovators. Many people found the ads inspiring, which was the goal of the rebranding campaign.
- 4 As one expert at entrepreneurs.com remarked, the Apple team devoted its energies to creating a superior and desirable product. In addition to this, they were successful in convincing consumers that they were a great business. They soon successfully expanded the brand to include devices in many different product categories, most notably smartphones and tablets. It was no longer "Apple Computers," but simply "Apple, Inc." By 2012, Apple had become the world's most valuable brand.

UNIT 2 READING QUIZ

PART A: KEY SKILLS

1 USING AN OUTLINE TO TAKE NOTES Complete the outline with information from the article.

| | |
|------|---|
| I. | Apple needed to rebrand in 1990s |
| A. | Mainly men as target market |
| B. | Advertising & ⁽¹⁾ _____ considered more important than |
| | ⁽²⁾ _____ |
| C. | Lack of success |
| 1. | Not meeting ⁽³⁾ _____ |
| 2. | Macintosh: innovative but ⁽⁴⁾ _____ |
| 3. | Lots of ⁽⁵⁾ _____ |
| 4. | Danger of ⁽⁶⁾ _____ |
| II. | Steve Jobs (1997—rejoins company as CEO) |
| A. | New slogan |
| B. | New computer: iMac |
| 1. | egg-shaped design |
| 2. | ⁽⁷⁾ _____ |
| 3. | candy-colored |
| 4. | easy to ⁽⁸⁾ _____ & ⁽⁹⁾ _____ |
| C. | Sales took off; iMacs were a hit |
| III. | Ad campaign: ⁽¹⁰⁾ " _____ " |
| A. | TV commercial with images of ⁽¹¹⁾ _____ |
| B. | Other types of ads: print, ⁽¹²⁾ _____ |
| IV. | Apple's success |
| A. | Superior, desirable product |
| B. | Other products: smartphones, ⁽¹³⁾ _____ |
| C. | Name change: ⁽¹⁴⁾ _____ |
| D. | 2012: world's ⁽¹⁵⁾ _____ |

MAKING INFERENCES

2 Choose the best answer to each question.

- 1 Why does the author give some details of the PC market in the 1990s?
 - a to explain why Steve Jobs had left Apple
 - b to help readers understand Apple's need to rebrand
 - c to point out that Apple was not the only company selling PCs at that time
- 2 How did Apple expand their target market?
 - a It designed a new logo.
 - b It refocused on design and ease of use.
 - c It lowered its prices.
- 3 What can you infer about the "Think Different" campaign as part of Apple's successful rebranding effort?
 - a It was one important factor.
 - b It was not as important as the innovations of the iMac.
 - c It was the most important factor.
- 4 What does the author imply about other PCs when describing the iMac?
 - a They were similar in appearance, but not as colorful.
 - b They were more serious and appropriate for certain customers.
 - c They were boring and more common by comparison.
- 5 Why does the author wait until the end of the article to mention Apple's smartphones and tablets?
 - a He wants to focus on Apple computers in this article.
 - b These products came out after the rebranding had already happened.
 - c He assumes his readers are already familiar with these products.

UNIT 2 LANGUAGE QUIZ

PART A: KEY VOCABULARY

1 Complete the sentences with the correct form of the words in the box.

appropriate contemporary criteria devoted to opposition to resemble resist subsequent

- 1 We can judge a company by several different _____, including sales information, ethical practices, and service to the community.
- 2 The first edition of the history book did not cover the 2000s, but a _____ edition added updated information.
- 3 The two companies' logos are not exactly the same, but they do _____ each other a bit in shape and color.
- 4 While Tom is very serious about his career, he is also _____ his family. They are his top priority.
- 5 Due to strong _____ the plan by environmentalists, the company decided not to build the factory near the river.
- 6 I usually try to eat in a healthy way, but it is difficult for me to _____ my mother's delicious apple pie with ice cream.
- 7 Some people like classic or old-style architecture, but I prefer _____ architecture.
- 8 Wearing a swimming suit at the beach is expected, but it would not be _____ to wear one at the office.

2 Complete the sentences with the correct form of the words in the box.

appeal to associate donation evolve human rights modify opt for retain

- 1 I studied Russian for several years in high school, but I've forgotten most of it. I've only _____ a few words and phrases.
- 2 What started out as a business school project eventually _____ into a successful company.
- 3 Advertisers know that people tend to like songs that they _____ with happy times from their past.
- 4 When I no longer want certain clothes, I give them to nonprofit organizations that accept _____ from the public.
- 5 According to international law, torture is a violation of our fundamental _____.
- 6 At the last minute, the architect had to _____ her design for the new building to conform to a new environmental rule.
- 7 The next time I buy a car, I am going to _____ a model that uses less gasoline than my current one does.
- 8 The advertiser changed the marketing campaign in order to _____ young women, not just middle-aged men.

PART B: LANGUAGE DEVELOPMENT

- 3** **DESCRIBING EMOTIONAL RESPONSES** Complete the verb-noun collocations in the sentences with appropriate words from the box.

awe emotions outrage suspicion trouble

- 1 The proposal to replace the children's playground with a new office building has provoked _____ in our community.
- 2 My coworkers warned me that if I criticized the boss's plan, it might stir up _____ for all of us.
- 3 Seeing the old photographs of my grandparents when they were still alive evoked a whole range of _____, from sadness to joy.
- 4 For most visitors, the Grand Canyon inspires _____ due to its size and beauty.
- 5 The fact that he was in the office alone at 2:00 a.m. has aroused _____ about his activities there.

- 4** **PARAPHRASING** Paraphrase the sentences. Use synonyms and change the grammatical structure and organization of ideas without changing the original meaning.

- 1 Advertisers will probably not win over younger consumers if they create ads that appeal to their parents.

- 2 A company that wants to rebrand itself needs to do more than just change its logo or slogan, since these changes will not be enough to change their image.

- 3 A good way to introduce young adults to new personal care products is to give away samples at colleges.

- 4 Some companies decide to rebrand because their product sales are decreasing, while others do it in order to increase the number of customers for already successful products.

- 5 It is not necessary for logos to be fancy or colorful; some of the most well-known brand logos are uncomplicated and use one color.

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